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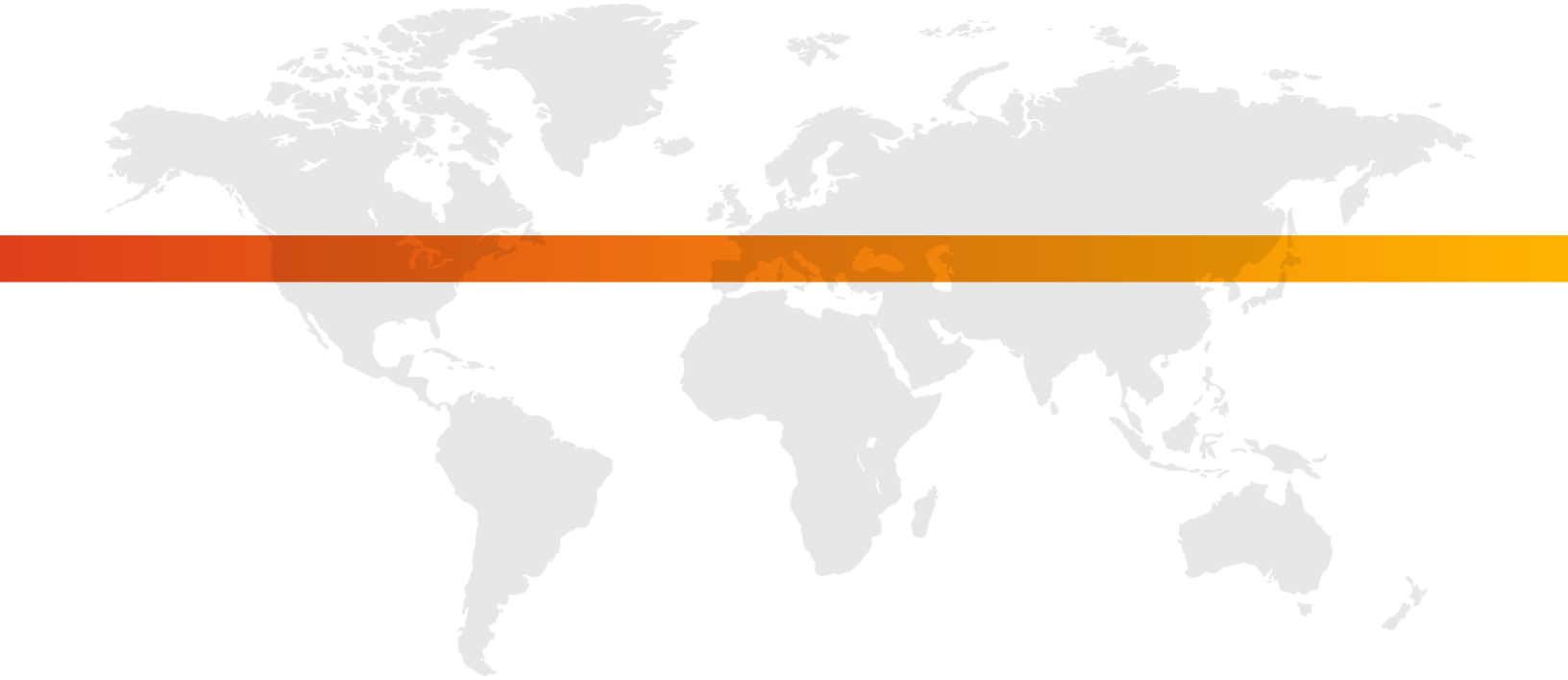
comScore

OneCall API

User Manual

December 2011



FOR FURTHER INFORMATION, PLEASE CONTACT:

comScore, Inc.
+44 (0)20 7841 1540
customersupport@comscore.com

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1 Introduction

The OneCall API implements the external access API into the Digital Analytix platform. The OneCall API uses the REST protocol and focuses on simplicity; simple to request and simple to parse. The OneCall API can retrieve report items. This includes custom made reports (CMR) and report items that are created with the Report Builder.

1.1 Syntax

The syntax of the request is:

```
https://sitestatapi.com/version/command.format?cgi-args
```

version = v1
command = data you want to request
format = CSV, XML, Pretty_XML, json

An example of a request is:

```
https://sitestatapi.com/v1/reportitems.csv?itemid=63&startdate=yesterday&site=nl&client=nedstat&maxlines=8&segmentfolder=personal&segmentname=Adwords_visitors&user=john&password=secret
```

All commands are described in chapter two of this manual.

1.2 Credit model

A credit is the cost of an API call to the server. Making an API call costs 1 credit per report item per reporting period of 1 day. Credits are calculated for the amount of data being processed and not for the output which can be one number. Only the command *reportitems* uses credits.

Example: one call for 3 report items over the past seven days will cost 3 items * 7 days = 21 credits.

The OneCall API is part of the Digital Analytix subscription. It includes 500 free credits per rolling window of 24 hours per client (not per site!). This means that if the first credit was used at 11:00 am, the user has 499 free credits left until 11:00 am the next day. To see how many credits remain, use the command *credits* described in chapter 2.7. If you run out of credits during the course of the rolling 24 hours, an error message will be returned. You can purchase additional credits by contacting your Account Manager.

If you have any questions, please do not hesitate to contact comScore Customer Support at 1-866-276-6972.

2 Commands

2.1 Report item list

<table>
<tr><td>command</td><td>reportitemlist</td></tr>
<tr><td>description</td><td>The reportitemlist command lists all the report items. The output includes the numeric id that can be used in the reportitems command.
The output also contains the position in the item tree in Digital Analytix.</td></tr>
<tr><td>format</td><td><table>
<tr><td>Value</td><td>Description</td></tr>
<tr><td>xml</td><td>The output format is XML.</td></tr>
<tr><td>csv</td><td>The output format is csv.</td></tr>
<tr><td>pretty_xml</td><td>The XML output is piped through xmllint to make it human readable.</td></tr>
<tr><td>json</td><td>The output format is in json format.</td></tr>
</table></td></tr>
<tr><td>cgi-args</td><td><u>Mandatory</u>

<table>
<tr><td>Value</td><td>Description</td></tr>
<tr><td>client</td><td>The client name.</td></tr>
<tr><td>user</td><td>The user name.</td></tr>
<tr><td>password</td><td>The password of the user.</td></tr>
</table>
<u>Optional</u>

<table>
<tr><td>Value</td><td>Description</td></tr>
<tr><td>format</td><td>The output format. The format option overrides a possible format as specified in the URL.
Possible values are limited to the formats as specified in the above format specification.</td></tr>
</table></td></tr>
<tr><td>Credits</td><td>This command uses 0 credits.</td></tr>
</table>

Example:

```
https://sitestatapi.com/v1/reportitemlist.xml?client=example&user=john&password=secret
```

The output:

```
<?xml version="1.0" encoding="UTF-8"?>
<reportitemlist count='254'>
  <ri>
    <id>53</id>
    <path>All|Visitors|General|Total visitors</path>
  </ri>
  <ri>
    <id>224</id>
    <path>All|Visitors|General|Unique visitors</path>
  </ri>
    .
    .
    .
  <ri>
    <id>257</id>
    <path>eCommerce|Funnels|Time to complete|Time overview of first completion per specified
funnel</path>
  </ri>
</reportitemlist>
```

2.2 Report item properties

command	reportitemproperties

description	Lists all properties for a given report item. The properties include:
	• Available Time Intervals
	• Report item parameters:
	  • Name
	  • Accepts wildcards
	  • Type
	  • Enum values
	
	Please note that the 'reportitemparameters' command is still valid and available. However, the 'reportitemproperties' command should be used going forward.

format	**Value** — **Description** xml — The output format is XML. pretty_xml — The XML output is piped through xmllint to make it human readable. csv — The output format is csv. json — The output format is in json format.
cgi-args	Mandatory **Value** — **Description**

	client	The client name.
	user	The user name.
	password	The password of the user.
	itemid	The *id* of the reportitem that is reported on.
	Optional	
	Value	**Description**
	format	The output format. The format option overrides a possible format as specified in the URL. Possible values are limited to the formats as specified in the above format specification.
Credits	This command uses 0 credits.	

Example:

https://sitestatapi.com/v1/**reportitemproperties**.xml?itemid=12&client=example&user=john&password=secret

The output:

```
<?xml version="1.0" encoding="UTF-8"?>
<reportitemproperties>
	<timeintervalcodes count="5">
		<timeintervalcode id="1">day</timeintervalcode>
		<timeintervalcode id="2">week</timeintervalcode>
		<timeintervalcode id="3">month</timeintervalcode>
		<timeintervalcode id="4">weekday</timeintervalcode>
		<timeintervalcode id="5">full_period</timeintervalcode>
	</timeintervalcodes>
	<reportItemparameters count="4">
		<reportitemparameter>
			<name>Channel</name>
			<acceptwildcards>y</acceptwildcards>
			<type>string</type>
		</reportitemparameter>
		<reportitemparameter>
			<name>Source</name>
			<acceptwildcards>y</acceptwildcards>
			<type>string</type>
		</reportitemparameter>
		<reportitemparameter>
```

```
                    <name>Conversion page</name>
                    <acceptwildcards>y</acceptwildcards>
                    <type>countername</type>
                </reportitemparameter>
                <reportitemparameter>
                    <name>Attribution to</name>
                    <acceptwildcards>n</acceptwildcards>
                    <type>enum</type>
                    <enumvalues>first source in channel,last source in channel</enumvalues>
                </reportitemparameter>
        </reportItemparameters>
</reportitemproperties>
```

The parameter *Country* is a special case. It is specified as a two letter acronym, see Appendix A.

2.3 Segment list

command	segmentlist
description	The segmentlist command lists all the segments that have been created in Digital Analytix. The output includes the name and the numeric *id* that can be used in the *reportitems* command.
format	**Value** — **Description** xml — The output format is XML. pretty_xml — The XML output is piped through xmllint to make it human readable. csv — The output format is in CSV format. json — The output format is in json format.
cgi-args	Mandatory **Value** — **Description** client — The client name. user — The user name. password — The password of the user. Optional **Value** — **Description** format — The output format. The format option overrides a possible format as specified in the URL.

		Possible values are limited to the formats as specified in the above format specification
	segmentfolder	Limit the output to the specified folder type. The possible types are *personal*, *standard* or *shared*. The default is to list all folder types.
Credits	This command uses 0 credits.	

Example:

https://sitestatapi.com/v1/segmentlist.xml?client=example&user=john&password=secret

The output:

```
<?xml version="1.0" encoding="UTF-8"?>
<segmentlist count='83'>
  <segment scope="VISITOR">
    <name>All_visitors</name>
    <id>1</id>
    <folder>standard</folder>
  </segment>
  <segment scope="VISITOR">
    <name>Adwords_visitors</name>
    <id>5</id>
    <folder>personal</folder>
  </segment>
    .
    .
    .
  <segment scope="VISITOR">
    <name>Engaged_visitors</name>
    <id>20</id>
    <folder>personal</folder>
  </segment>
</segmentlist>
```

2.4 Segment id

command	segmentid
description	Return the id of a segment that is specified by the folder and the name.

<table>
<tr><td>format</td><td><table>
<tr><th>Value</th><th>Description</th></tr>
<tr><td>xml</td><td>The output format is XML.</td></tr>
<tr><td>pretty_xml</td><td>The XML output is piped through xmllint to make it human readable.</td></tr>
<tr><td>csv</td><td>The output format is in CSV format.</td></tr>
<tr><td>json</td><td>The output format is in json format.</td></tr>
</table></td></tr>
<tr><td>cgi-args</td><td>Mandatory

<table>
<tr><th>Value</th><th>Description</th></tr>
<tr><td>client</td><td>The client name.</td></tr>
<tr><td>user</td><td>The user name.</td></tr>
<tr><td>password</td><td>The password of the user.</td></tr>
<tr><td>segmentfolder</td><td>The folder where the segment is located.</td></tr>
<tr><td>segmentname</td><td>The name of the segment.</td></tr>
</table>
Optional

<table>
<tr><th>Value</th><th>Description</th></tr>
<tr><td>format</td><td>The output format. The format option overrides a possible format as specified in the URL.
Possible values are limited to the formats as specified in the above format specification.</td></tr>
</table></td></tr>
<tr><td>Credits</td><td>This command uses 0 credits.</td></tr>
</table>

Example:

https://sitestatapi.com/v1/segmentid.xml?client=example&segmentfolder=personal&segmentname=Engaged_visitors&format=csv&user=john&password=secret

The output:

```
|Folder  |Name        |Id    |
------------------------------
|personal|Engaged_visitors|287   |
```

Example:

https://sitestatapi.com/v1/segmentid.json?client=example&segmentfolder=personal&segmentname=Engaged_visitors&user=john&password=secret

The output:

{"segment":{"@scope":"VISITOR","name":{"$":"Engaged_visitors"},"folder":{"$":"personal"},"id":{"$":"287"}}
}

or:

https://sitestatapi.com/v1/segmentid.pretty_xml?client=example&segmentfolder=personal&segmentname=Engaged_visitors&user=john&password=secret

The output:

```
<?xml version="1.0" encoding="UTF-8"?>
<segment scope="VISITOR">
  <name>Engaged_visitors</name>
  <id>287</id>
  <folder>personal</folder>
</segment>
```

2.5 Event Filter list

command	eventfilterlist
description	The eventfilterlist command lists all the event filters that have been created in Digital Analytix. The output includes the name and the numeric *id* that can be used in the *reportitems* command.
format	**Value** — **Description** xml — The output format is XML. pretty_xml — The XML output is piped through xmllint to make it human readable. csv — The output format is in CSV format. json — The output format is in json format.
cgi-args	Mandatory **Value** — **Description** client — The client name. user — The user name. password — The password of the user. Optional **Value** — **Description** format — The output format. The format option overrides a possible

		format as specified in the URL. Possible values are limited to the formats as specified in the above format specification.
	eventfilterfolder	Limit the output to the specified folder type. The possible types are *personal*, *standard* or *shared*. The default is to list all folder types.
Credits	This command uses 0 credits.	

Example:

https://sitestatapi.com/v1/eventfilterlist.xml?client=example&user=john&password=secret

The output:

```
<?xml version="1.0" encoding="UTF-8"?>
<segment list count='23'>
  <segment  scope="EVENT">
    <name>All_events</name>
    <id>1</id>
    <folder>standard</folder>
  </segment >
  <segment scope="EVENT">
    <name>entry_events</name>
    <id>5</id>
    <folder>personal</folder>
  </segment >
    .
    .
    .
  <segment scope="EVENT">
    <name>campaign_events</name>
    <id>23</id>
    <folder>personal</folder>
  </segment >
</segment list>
```

2.6 Event Filter id

command	eventfilterid
description	Return the id of an event filter that is specified by the folder and the name.

<table>
<tr><td>format</td><td><table>
<tr><th>Value</th><th>Description</th></tr>
<tr><td>xml</td><td>The output format is XML.</td></tr>
<tr><td>pretty_xml</td><td>The XML output is piped through xmllint to make it human readable.</td></tr>
<tr><td>csv</td><td>The output format is in CSV format.</td></tr>
<tr><td>json</td><td>The output format is in json format.</td></tr>
</table></td></tr>
<tr><td>cgi-args</td><td>Mandatory

<table>
<tr><th>Value</th><th>Description</th></tr>
<tr><td>client</td><td>The client name.</td></tr>
<tr><td>user</td><td>The user name.</td></tr>
<tr><td>password</td><td>The password of the user.</td></tr>
<tr><td>eventfilterfolder</td><td>The folder where the event filter is located.</td></tr>
<tr><td>eventfiltername</td><td>The name of the event filter.</td></tr>
</table>
Optional

<table>
<tr><th>Value</th><th>Description</th></tr>
<tr><td>format</td><td>The output format. The format option overrides a possible format as specified in the URL.
Possible values are limited to the formats as specified in the above format specification.</td></tr>
</table></td></tr>
<tr><td>Credits</td><td>This command uses 0 credits.</td></tr>
</table>

Example:

```
https://sitestatapi.com/v1/eventfilterid.xml?client=example&eventfilterfolder=personal&eventfiltername=Engaged_visitors&format=csv&user=john&password=secret
```

The output:

```
|Folder  |Name        |Id    |
------------------------------
|personal|Engaged_visitors|287   |
```

Example:

```
https://sitestatapi.com/v1/eventfilterid.json?client=example&eventfilterfolder=personal&eventfiltername=Engaged_visitors&user=john&password=secret
```

The output:

```
{"segment":{"@scope":"EVENT","name":{"$":"Engaged_visitors"},"folder":{"$":"personal"},"id":{"$":"287"}}}
```

or:

```
https://sitestatapi.com/v1/eventfilterid.pretty_xml?client=example&eventfilterfolder=personal&eventfiltername=Engaged_visitors&user=john&password=secret
```

The output:

```
<?xml version="1.0" encoding="UTF-8"?>
<segment scope="EVENT">
  <name>Engaged_visitors</name>
  <id>287</id>
  <folder>personal</folder>
</segment >
```

2.7 Visit Filter list

command	visitfilterlist
description	The visitfilterlist command lists all the visit filters that have been created in Digital Analytix. The output includes the name and the numeric *id* that can be used in the *reportitems* command.
format	**Value** — **Description** xml — The output format is XML. pretty_xml — The XML output is piped through xmllint to make it human readable. csv — The output format is in CSV format. json — The output format is in json format.
cgi-args	Mandatory **Value** — **Description** client — The client name. user — The user name. password — The password of the user. Optional **Value** — **Description**

	format	The output format. The format option overrides a possible format as specified in the URL. Possible values are limited to the formats as specified in the above format specification.
	visitfilterfolder	Limit the output to the specified folder type. The possible types are *personal*, *standard* or *shared*. The default is to list all folder types.
Credits	This command uses 0 credits.	

Example:

https://sitestatapi.com/v1/visitfilterlist.xml?client=example&user=john&password=secret

The output:

```
<?xml version="1.0" encoding="UTF-8"?>
<segment list count='23'>
  <segment scope=”VISIT”>
    <name>All_visits</name>
    <id>1</id>
    <folder>standard</folder>
  </segment >
  <segment scope=”VISIT”>
    <name>Campaign_visits</name>
    <id>5</id>
    <folder>personal</folder>
  </segment >
    .
    .
    .
  <segment scope=”VISIT”>
    <name>Referral_visits</name>
    <id>23</id>
    <folder>personal</folder>
  </segment >
</segment list>
```

2.8 Visit Filter id

command	visitfilterid	
description	Return the id of a visit filter that is specified by the folder and the name.	
format	**Value**	**Description**

	xml	The output format is XML.
	pretty_xml	The XML output is piped through xmllint to make it human readable.
	csv	The output format is in CSV format.
	json	The output format is in json format.
cgi-args	Mandatory **Value** client user password visitfilterfolder visitfiltername Optional **Value** format	**Description** The client name. The user name. The password of the user. The folder where the visit filter is located. The name of the visit filter. **Description** The output format. The format option overrides a possible format as specified in the URL. Possible values are limited to the formats as specified in the above format specification.
Credits	This command uses 0 credits.	

Example:

```
https://sitestatapi.com/v1/visitfilterid.xml?client=example&visitfilterfolder=personal&visitfiltername=Engaged_visitors&format=csv&user=john&password=secret
```

The output:

```
|Folder  |Name        |Id    |
------------------------------
|personal|Engaged_visitors|287   |
```

Example:

```
https://sitestatapi.com/v1/visitfilterid.json?client=example&visitfilterfolder=personal&visitfiltername=Engaged_visitors&user=john&password=secret
```

The output:

```
{"segment ":{"@scope":"VISIT","name":{"$":"Engaged_visitors"},"folder":{"$":"personal"},"id":{"$":"287"}}}
```

or:

```
https://sitestatapi.com/v1/visitfilterid.pretty_xml?client=example&visitfilterfolder=personal&visitfiltername=Engaged_visitors&user=john&password=secret
```

The output:

```
<?xml version="1.0" encoding="UTF-8"?>
<segment scope=”VISIT” >
  <name>Engaged_visitors</name>
  <id>287</id>
  <folder>personal</folder>
</segment >
```

2.9 Site list

command	sitelist
description	List all sites for a given corporate.
format	**Value** — **Description** xml — The output format is XML. pretty_xml — The XML output is piped through xmllint to make it human readable. csv — The output format is in CSV format. json — The output format is in json format.
cgi-args	Mandatory **Value** — **Description** client — The name of the client. user — The name of the user. password — The password of the user. Optional **Value** — **Description** format — The output format. The format option overrides a possible format as specified in the URL. Possible values are limited to the formats as specified in the above format specification.

Credits	This command uses 0 credits.

Example:

https://sitestatapi.com/v1/sitelist.pretty_xml?client=example&user=john&password=secret

The output:

```
<?xml version="1.0" encoding="UTF-8"?>
<sitelist count="29">
  <site>
    <name>nl</name>
    <issupersite>n</issupersite>
  </site>
  . . .
  <site>
    <name>uk</name>
    <issupersite>n</issupersite>
  </site>
</sitelist>
```

2.10 Report items

command	reportitems	
description	Show content of a report item.	
format	**Value**	**Description**
	xml	The output format is XML.
	pretty_xml	The XML output is piped through xmllint to make it human readable.
	csv	The output format is in CSV format.
	json	The output format is in json format.
cgi-args	Mandatory	
	Value	**Description**
	client	The client name.
	user	The user name.
	password	The password of the user.
	site	The name of the site. For multiple sites, use the '|' character to separate site names. (example: site=name1|name2|name3)
	itemid	The *id* of the report item.
	startdate	The start date of the reporting period. The format is *yyyymmdd*. The pseudo dates *today*, *yesterday* and *this_month* can be used. The pseudo dates can also work with an offset. For example *"today-1"* is an alias for yesterday. Another example would be *"this_month-1"* to specify the previous month.

Optional

Value	Description
format	The output format. The format option overrides a possible format as specified in the URL. Possible values are limited to the formats as specified in the above format specification.
enddate	The end date of the reporting period. The format is *yyyymmdd*. The pseudo dates *today*, *yesterday* and *this_month* can be used. The pseudo dates can also work with an offset. For example *"today-1"* is an alias for yesterday. Another example would be *"this_month-1"* to specify the previous month. If not defined the enddate will match the startdate.
parameters	A list of key value pairs key:value[| key:value]* Not optional for some report items. The parameter *Country* is a special case and is used with a two letter acronym, see Appendix A. When using a regular expression that contains the '|' character, use two pipes '||" to separate values. Example: parameters=key1:value1|key2:/regexp/^(value21||value22||value23)$|key3:value3
segmentid	The id of the segment. Can be retrieved with *segmentid* command. Note that using the segmentid is significantly faster than using the segmentfolder and segmentname arguments.
segmentfolder	The folder of the segment to apply. Note - this must be used with the segmentname argument.
segmentname	The name of the segment to apply. Note - this must be used with the segmentfolder argument.
segmentstartdate	The start date of the segment period. Note - this must be used with the segmentenddate argument.
segmentenddate	The end date for the segment period. Note - this must be used with the segmentstartdate argument.
Time intervalcode	The Digital Analytix time interval code. 1 Day 2 Week 3 Month 4 Week day 5 Full period

	nrofrows **(*)**	The number of output lines for the given report. See also *maxlines*. The default is number of lines as specified by the report item.
	maxlines **(*)**	The number of output lines at which the produced report is cut. Note that the cutting is applied after the report is generated. The default is not to cut the report.
	lang or language	The default language is English. (example: lang=NL) The supported language parameters are: English (US): ENUS English (GB): ENGB Dutch: NL French: FR German: DE Italian: IT Spanish (EU): ES Spanish (Lat Am): ESLAT Portuguese (Brazil): PTBR
Credits	This command uses 1 credit per day and per site requested.	

(*) The option “maximum number of lines” in a Digital Analytix report item is the same option as the “nrofrows” in a OneCallAPI call.
The option “maxlines” in a OneCallAPI is the absolute number of lines that will be returned.

Example
To return a single report item with a segment applied in csv format:

```
https://sitestatapi.com/v1/reportitems.xml?itemid=1&startdate=20080801&enddate=20080803&site=examplecom&format=csv&client=example&user=john&password=secret&segmentid=2
```

The output:

```
|Date|Page views|
|01-Aug-2008|40|
|02-Aug-2008|53|
|03-Aug-2008|32|
```

Example
To return a report item with a segment applied in XML format:

```
https://sitestatapi.com/v1/reportitems.pretty_xml?itemid=1&startdate=20080801&enddate=20080803&site=examplecom&client=example&user=john&password=secret&segmentid=2
```

The output:

```
<?xml version="1.0" encoding="UTF-8"?>
<reportitems count="1">
  <reportitem>
    <title>Total page views</title>
    <columns count="2">
      <column>
        <ctitle>Date</ctitle>
        <type>date</type>
        <alignment>left</alignment>
      </column>
      <column>
        <ctitle>Page views</ctitle>
        <type>integer</type>
        <alignment>right</alignment>
      </column>
    </columns>
    <rows count="3">
      <r>
        <c>01-08-2008</c>
        <c>40</c>
      </r>
      <r>
        <c>02-08-2008</c>
        <c>53</c>
      </r>
      <r>
        <c>03-08-2008</c>
        <c>32</c>
      </r>
    </rows>
    <statistics>
      <total>
        <c/>
        <c>125</c>
      </total>
      <average>
        <c/>
        <c>41.66666666666666</c>
      </average>
      <minimum>
        <c/>
        <c>32</c>
      </minimum>
      <maximum>
        <c/>
        <c>53</c>
      </maximum>
    </statistics>
  </reportitem>
</reportitems>
```

Example
To apply an event filter or visit filter to a report item, add the event filter or visit filter ID to the API string:

```
https://sitestatapi.com/v1/reportitems.xml?client=name&user=john&password=secret&itemid=69&site=example&startdate=20100901&enddate=20100930&visitfilterid=110
```

or

```
https://sitestatapi.com/v1/reportitems.xml?client=name&user=john&password=secret&itemid=69&site=example&startdate=20100901&enddate=20100930&eventfilterid=94
```

Example
To apply a segment to a report item with a segment period that is different from the report period:

```
https://sitestatapi.com/v1/reportitems.xml?client=name&user=john&password=secret&itemid=69&site=example&startdate=20100908&enddate=20100914&segmentid=70&segmentstartdate=20100830&segmentenddate=20100905
```

Or using segment folder and segment name instead of segment ID:

```
https://sitestatapi.com/v1/reportitems.xml?client=name&user=john&password=secret&itemid=69&site=example&startdate=20100908&enddate=20100914&segmentfolder=personal&segmentname=natural_search&segmentstartdate=20100830&segmentenddate=20100905
```

Example
To apply a visit filter to a report item with a parameter, maximum number of lines, and specific number of rows:

```
https://sitestatapi.com/v1/reportitems.xml?client=name&user=john&password=secret&itemid=69&site=example&startdate=20100901&enddate=20100930&visitfilterid=110&maxlines=7&nrofrows=6&parameters=value
```

Example
To apply a regular expression to a parameter value indicating where to use two '||' characters:

```
https://sitestatapi.com/v1/reportitems.xml?client=name&user=john&password=secret&itemid=69&site=example&startdate=20100901&enddate=20100930&parameters=key1:value1|key2:/regexp/^(value21||value22||value23)$|key3:value3
```

2.11 Credits

command	credits
description	List the remaining credits.
format	**Value** — **Description** xml — The output format is XML. pretty_xml — The XML output is piped through xmllint to make it human readable. csv — The output format is in CSV format. json — The output format is in json format.
cgi-args	Mandatory **Value** — **Description** client — The client name. user — The user name. password — The password of the user. site — The name of the site. Optional **Value** — **Description** format — The output format. The format option overrides a possible format as specified in the URL. Possible values are limited to the formats as specified in the above format specification.
Credits	This command uses 0 credits.

Example:

https://sitestatapi.com/v1/credits.pretty_xml?client=example&user=john&password=secret

The output:

```
<?xml version="1.0" encoding="UTF-8"?>
<credits>
  <remaining-credits>357</remaining-requests>
  <daily-limit>500</daily-limit>
  <reset-time>Mon Jul 20 13:46:17 +0200 2009</reset-time>
  <reset-time-in-seconds>85255</reset-time-in-seconds>
</credits>
```

3 Multiple report items in one request

It is possible to request the output of multiple report items in one request. The requests are separated by a double semicolon (&&). The parameters *client*, *site*, *user*, *password*, *startdate* and *enddate* are inherited from left to right. So if for example for report item number 2 the user name is not specified, the user name will be inherited from the specification of report item 1. Please note that only client, site, user, password, startdate and enddate are inherited, all other settings are not inherited and if not specified will yield the default setting of the report item.

Example:

```
https://sitestatapi.com/v1/reportitems.csv?user=john&password=secret&itemid=63&startdate=20090315&enddate=20090321&site=examplecom&client=example&parameters=Country:NL&maxlines=5&nrofrows=4&segmentfolder=shared&segmentname=Engaged_visitors&&itemid=1&parameters=Country:UK&startdate=20090312&site=exampleinfo&&itemid=97&parameters=Country:BE&segmentfolder=personal&segmentname=Adwords_visitors&site=exampleinfo
```

The above request results in the following assignments for the 3 three requests:

	1st request	2nd request	3rd request
reportitem	63	1	97
user (*)	john	Inherited from 1st request: john	Inherited from 2nd request: john
password (*)	secret	Inherited from 1st request: secret	Inherited from 2nd request: secret
startdate	20090315	20090312	Inherited from 2nd request: 20090312
enddate	20090321	Inherited from 1st request: 20090321	Inherited from 2nd request: 20090321
site	examplecom	exampleinfo	exampleinfo
client (*)	example	Inherited from 1st request:	Inherited from 2nd request:

		example	example
parameters	Country:NL	Country:UK	Country:BE
maxlines	5	Default set by report item	Default set by report item
nrofrows	4	All output rows	All output rows
folder	shared	-	personal
segment	Engaged_visitors	-	Adwords_visitors

(*) Will only be used from the 1st report item. Values in other requests will be ignored.

Please note that making an API call costs 1 credit per report item per reporting period of 1 day. Credits are calculated for the amount of data being processed and not for the output, see also *chapter 1.2 Credit model* described on page 3 of this manual.

Appendix A: Country names

Country names	ISO 3166-1-alpha-2 code
A	
AFGHANISTAN	AF
ÅLAND ISLANDS	AX
ALBANIA	AL
ALGERIA	DZ
AMERICAN SAMOA	AS
ANDORRA	AD
ANGOLA	AO
ANGUILLA	AI
ANTARCTICA	AQ
ANTIGUA AND BARBUDA	AG
ARGENTINA	AR
ARMENIA	AM
ARUBA	AW
AUSTRALIA	AU
AUSTRIA	AT
AZERBAIJAN	AZ
B	
BAHAMAS	BS
BAHRAIN	BH
BANGLADESH	BD
BARBADOS	BB

BELARUS	BY
BELGIUM	BE
BELIZE	BZ
BENIN	BJ
BERMUDA	BM
BHUTAN	BT
BOLIVIA, PLURINATIONAL STATE OF	BO
BOSNIA AND HERZEGOVINA	BA
BOTSWANA	BW
BOUVET ISLAND	BV
BRAZIL	BR
BRITISH INDIAN OCEAN TERRITORY	IO
BRUNEI DARUSSALAM	BN
BULGARIA	BG
BURKINA FASO	BF
BURUNDI	BI
C	
CAMBODIA	KH
CAMEROON	CM
CANADA	CA
CAPE VERDE	CV
CAYMAN ISLANDS	KY
CENTRAL AFRICAN REPUBLIC	CF
CHAD	TD
CHILE	CL
CHINA	CN
CHRISTMAS ISLAND	CX
COCOS (KEELING) ISLANDS	CC
COLOMBIA	CO
COMOROS	KM
CONGO	CG
CONGO, THE DEMOCRATIC REPUBLIC OF THE	CD
COOK ISLANDS	CK
COSTA RICA	CR
CÔTE D'IVOIRE	CI
CROATIA	HR
CUBA	CU
CYPRUS	CY
CZECH REPUBLIC	CZ
D	
DENMARK	DK
DJIBOUTI	DJ
DOMINICA	DM
DOMINICAN REPUBLIC	DO

E	
ECUADOR	EC
EGYPT	EG
EL SALVADOR	SV
EQUATORIAL GUINEA	GQ
ERITREA	ER
ESTONIA	EE
ETHIOPIA	ET
F	
FALKLAND ISLANDS (MALVINAS)	FK
FAROE ISLANDS	FO
FIJI	FJ
FINLAND	FI
FRANCE	FR
FRENCH GUIANA	GF
FRENCH POLYNESIA	PF
FRENCH SOUTHERN TERRITORIES	TF
G	
GABON	GA
GAMBIA	GM
GEORGIA	GE
GERMANY	DE
GHANA	GH
GIBRALTAR	GI
GREECE	GR
GREENLAND	GL
GRENADA	GD
GUADELOUPE	GP
GUAM	GU
GUATEMALA	GT
GUERNSEY	GG
GUINEA	GN
GUINEA-BISSAU	GW
GUYANA	GY
H	
HAITI	HT
HEARD ISLAND AND MCDONALD ISLANDS	HM
HOLY SEE (VATICAN CITY STATE)	VA
HONDURAS	HN
HONG KONG	HK
HUNGARY	HU
I	
ICELAND	IS
INDIA	IN

INDONESIA	ID
IRAN, ISLAMIC REPUBLIC OF	IR
IRAQ	IQ
IRELAND	IE
ISLE OF MAN	IM
ISRAEL	IL
ITALY	IT
J	
JAMAICA	JM
JAPAN	JP
JERSEY	JE
JORDAN	JO
K	
KAZAKHSTAN	KZ
KENYA	KE
KIRIBATI	KI
KOREA, DEMOCRATIC PEOPLE'S REPUBLIC OF	KP
KOREA, REPUBLIC OF	KR
KUWAIT	KW
KYRGYZSTAN	KG
L	
LAO PEOPLE'S DEMOCRATIC REPUBLIC	LA
LATVIA	LV
LEBANON	LB
LESOTHO	LS
LIBERIA	LR
LIBYAN ARAB JAMAHIRIYA	LY
LIECHTENSTEIN	LI
LITHUANIA	LT
LUXEMBOURG	LU
M	
MACAO	MO
MACEDONIA, THE FORMER YUGOSLAV REPUBLIC OF	MK
MADAGASCAR	MG
MALAWI	MW
MALAYSIA	MY
MALDIVES	MV
MALI	ML
MALTA	MT
MARSHALL ISLANDS	MH
MARTINIQUE	MQ
MAURITANIA	MR
MAURITIUS	MU
MAYOTTE	YT

MEXICO	MX
MICRONESIA, FEDERATED STATES OF	FM
MOLDOVA, REPUBLIC OF	MD
MONACO	MC
MONGOLIA	MN
MONTENEGRO	ME
MONTSERRAT	MS
MOROCCO	MA
MOZAMBIQUE	MZ
MYANMAR	MM
N	
NAMIBIA	NA
NAURU	NR
NEPAL	NP
NETHERLANDS	NL
NETHERLANDS ANTILLES	AN
NEW CALEDONIA	NC
NEW ZEALAND	NZ
NICARAGUA	NI
NIGER	NE
NIGERIA	NG
NIUE	NU
NORFOLK ISLAND	NF
NORTHERN MARIANA ISLANDS	MP
NORWAY	NO
O	
OMAN	OM
P	
PAKISTAN	PK
PALAU	PW
PALESTINIAN TERRITORY, OCCUPIED	PS
PANAMA	PA
PAPUA NEW GUINEA	PG
PARAGUAY	PY
PERU	PE
PHILIPPINES	PH
PITCAIRN	PN
POLAND	PL
PORTUGAL	PT
PUERTO RICO	PR
Q	
QATAR	QA
R	
RÉUNION	RE

ROMANIA	RO
RUSSIAN FEDERATION	RU
RWANDA	RW
S	
SAINT BARTHÉLEMY	BL
SAINT HELENA	SH
SAINT KITTS AND NEVIS	KN
SAINT LUCIA	LC
SAINT MARTIN	MF
SAINT PIERRE AND MIQUELON	PM
SAINT VINCENT AND THE GRENADINES	VC
SAMOA	WS
SAN MARINO	SM
SAO TOME AND PRINCIPE	ST
SAUDI ARABIA	SA
SENEGAL	SN
SERBIA	RS
SEYCHELLES	SC
SIERRA LEONE	SL
SINGAPORE	SG
SLOVAKIA	SK
SLOVENIA	SI
SOLOMON ISLANDS	SB
SOMALIA	SO
SOUTH AFRICA	ZA
SOUTH GEORGIA AND THE SOUTH SANDWICH ISLANDS	GS
SPAIN	ES
SRI LANKA	LK
SUDAN	SD
SURINAME	SR
SVALBARD AND JAN MAYEN	SJ
SWAZILAND	SZ
SWEDEN	SE
SWITZERLAND	CH
SYRIAN ARAB REPUBLIC	SY
T	
TAIWAN, PROVINCE OF CHINA	TW
TAJIKISTAN	TJ
TANZANIA, UNITED REPUBLIC OF	TZ
THAILAND	TH
TIMOR-LESTE	TL
TOGO	TG
TOKELAU	TK
TONGA	TO

TRINIDAD AND TOBAGO	TT
TUNISIA	TN
TURKEY	TR
TURKMENISTAN	TM
TURKS AND CAICOS ISLANDS	TC
TUVALU	TV
U	
UGANDA	UG
UKRAINE	UA
UNITED ARAB EMIRATES	AE
UNITED KINGDOM	GB
UNITED STATES	US
UNITED STATES MINOR OUTLYING ISLANDS	UM
URUGUAY	UY
UZBEKISTAN	UZ
V	
VANUATU	VU
VATICAN CITY STATE	see *HOLY SEE*
VENEZUELA, BOLIVARIAN REPUBLIC OF	VE
VIET NAM	VN
VIRGIN ISLANDS, BRITISH	VG
VIRGIN ISLANDS, U.S.	VI
W	
WALLIS AND FUTUNA	WF
WESTERN SAHARA	EH
Y	
YEMEN	YE
Z	
ZAMBIA	ZM
ZIMBABWE	ZW